



WORKING WELL

Creating a Culture of Wellness: Policies, Systems and Environmental Approach to Health Promotion



Susan L. Johnson, Ph.D.
Director of Health Promotion
Medical University of South Carolina

Medical University of South Carolina

- Located in Charleston, South Carolina
- Founded in 1824, now one of the nation's top academic health science centers, with a 700-bed medical center and six colleges.
- South Carolina's only comprehensive academic health center - nearly 3,000 students in six colleges (Dental Medicine, Graduate Studies, Health Professions, Medicine, Nursing, and Pharmacy)



MUSC Office of Health Promotion

The Office of Health Promotion seeks to build an inter-professional, multidisciplinary network that supports collaboration, coordination, and commitment to a culture of wellness that reflects the mission of MUSC.



SC Working Well



- 3 year state-wide Hospital Employee Wellness Project
- Funded by Duke Endowment, sponsored by SCHA, implemented by NC Prevention Partners and Working Well Staff
- Center of Excellence
- Expanding to other sectors of business and the community

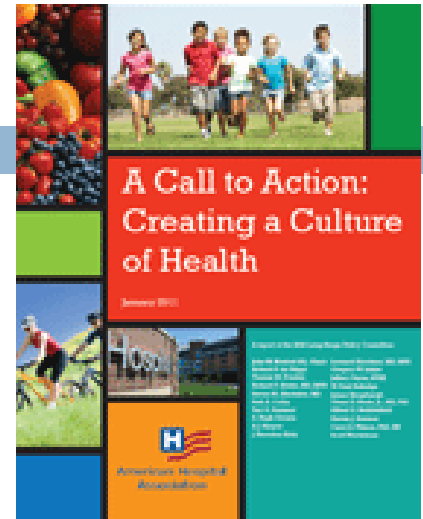


in partnership with
eat smart
move more
SOUTH CAROLINA



Working Well Summary

- Working well is a statewide, comprehensive workplace wellness campaign centered around creating a Culture of Wellness where the healthy choice is the easy choice.
- Accomplished by integrating policy, system, and environmental enhancements into existing wellness programs.
 - ▣ These changes typically are the most cost effective and...
 - ▣ Could have a potential average cost savings of \$4000 per employee per year.



Center of Excellence

Provide leadership within the healthcare industry, business community, and community at large through:



- Attendance at SCHA meetings
- Participation in conference calls
- Serve as a leader by hosting tours and speaker for Working Well webinars, workshops, conferences, and public presentations

Comprehensive Worksite Wellness



Achieving a Culture of Wellness

- *2011 - CEO Commitment, Center of Excellence*
- *March, 2012 –Gold Apple*
- *November, 2012 – Gold Star*
- *September, 2013 – Gold Medal*
- *November, 2014 – Culture of Wellness/Excellence Recognition*



Gold Apple Designation



- The Gold Apple designation for a Healthy Food Environment is a nationally-recognized, effective and practical model for promoting delicious, affordable healthy food.



Healthy Food Environments



- Provide access to delicious, affordable healthy items in all worksites
- Core Principles:
 - ▣ Access
 - ▣ Pricing
 - ▣ Marketing
 - ▣ Benefits

Strategies

- Mindful by Sodexo
- Healthy Vending
- Beverage Partnership
- Healthy Food Policies
- Special Events
- Educational Sessions
- FT Wellness Dietitian
- Urban Farm
- Farmers Market & CSA





Makes it
an easy choice for
our customers to enjoy
a healthier lifestyle.



What Is MINDFUL?

*Where making a healthy choice
becomes second nature.*

MINDFUL DELIVERS

- ***Simple approach to wellness
(food + education + wellness tools)***
- ***Easy healthy choices***
- ***Welcomes customer feedback***
- ***Helps customers make easy and delicious healthy
choices***



Mindful Nutrient Criteria

	Kcal	Total Fat	Sat Fat	Trans Fat	Cholesterol	Sodium	Other
Plates (contain at least 1 serving from each: protein, starch, veg/fruit)	≤ 600	≤ 35% of calories from fat OR ≤ 15g	≤ 10% of calories from saturated fat	Free (< 0.5g)	≤ 100mg	≤ 800mg	≥ 3g fiber
Entrées (i.e.: center plate protein, pizza, sandwiches, grill items, entrée salads without protein or starch)	≤ 550	≤ 35% of calories from fat OR ≤ 15g	≤ 10% of calories from saturated fat	Free (< 0.5g)	≤ 100mg	≤ 700mg	
Sides	≤ 225	≤ 35% of calories from fat OR ≤ 8g	≤ 10% of calories from saturated fat	Free (< 0.5g)	≤ 5mg	≤ 300mg	
Soups (8 oz.)	≤ 225	≤ 35% of calories from fat OR ≤ 8g	≤ 10% of calories from saturated fat	Free (< 0.5g)	≤ 25 mg	≤ 700 mg	
Desserts and Snacks Meet the criteria across this row OR 4 of the criteria AND must have at least 10% of the Daily Value of one or more major nutrients, such as Vitamin A, C, E, Iron, Calcium or Protein	≤ 200	≤ 35% of calories from fat OR ≤ 8g	≤ 10% of calories from saturated fat	Free (< 0.5g)	≤ 20mg	≤ 300mg	≥ 1g fiber

SUMMARY

- **Mindful** is a simple approach to making easy choices for a healthier lifestyle
- **MINDFUL** means...
 - Healthy indulgence
 - Positive messaging
 - Satiety
 - Simplicity and transparency
 - Calorie control
 - Balanced Plates and Visual Messaging

GET EXCITED

ABOUT EATING HEALTHY!





DELIVERING ON THE COMMUNITY BENEFIT PROMISE: The Impact of Partnership

In 2013, Coca-Cola Bottling Co. Consolidated partnered with the Medical University of South Carolina (MUSC) to promote well-being and position MUSC as the go-to, local resource for active, healthy living. Their collaboration may serve as a model for how other healthcare systems can demonstrate community benefit.

SHARED VISION » Create culture of well-being by transforming the environment & inspiring behavior change

APPROACH »

ACCESS

Promote choice by offering several options, including smaller package sizes; place low- and no-calorie beverages at eye level



EDUCATION

Encourage healthy habits statewide through Fit Family Challenge; host Iron Chef showdown and well-being discussions at South Carolina Hospital Association's Cooking Well Invitational



MESSAGING

Remind people about beverage choices, including those without calories; feature DASANI® or Coke Zero™ on vending machines



REWARD

Motivate purchase of wellness entrée and no-calorie beverage for chance to win wellness prizes



MEANINGFUL CHANGE »

35%↑
smartwater®
purchases¹
(9/2013 vs 8/2014)

Partnership
recognized
by South
Carolina Hospital
Association

Media attention
underscored
MUSC action to
promote community
wellness

10.3K South Carolinians logged
2.65M+
minutes of activity²

20K+ people saw
"Lots of choices.
Calories optional."³
messaging weekly³

“Our partnership helped bring our shared vision of community wellness to life. Coca-Cola's expertise and support allowed us to bring our program to scale in a way we could not have done on our own.”

— Dr. Susan Johnson,
Director of Health Promotion, MUSC

1. Margin Minder Reporting, September 2014 2. Fit Family Challenge Tracker, July 2014
3. Sodexo Cafeteria Transaction Data, 2014

MUSC is South Carolina's only comprehensive academic health science center. It is a public institution of higher learning that provides a full range of educational programs in the biomedical sciences and actively engages in community service and outreach. The campus is located on more than 50 acres in Charleston. Learn more at www.muschealth.com.

Contact: Tania Cabral, Senior Manager, Healthcare Channel Strategy, The Coca-Cola Company, tcabral@coca-cola.com

©2014 The Coca-Cola Company. "Coca-Cola," "Coca-Cola Zero," "Diet Coke," "Sprite," "Dasani," and "Minute Maid" are trademarks of The Coca-Cola Company. ©2014 g160au, g160au®, vitamin water®, smartwater®, bottle design and label are registered trademarks and vitamin water zero™ is a trademark of g160au. ©2014 Honest Tea. Honest Tea® is a registered trademark of Honest Tea, Inc.



**Buy a Mindful Combo Meal October 20 - November 14
and be entered to win your choice of a Clemson or Carolina Fan Kit!**

To enter submit your receipt into the entry box with your name and email printed on the receipt

Combo must include your choice of a Coca-Cola Zero or Dasani Water product.

Choices include Coke Zero, Cherry Coke Zero, Sprite Zero, Mello Yello Zero, Fanta Orange Zero and Dasani. A Lucky Winner will be chosen on November 17th!

Fan Kit includes your choice of Clemson OR South Carolina Cut Out and Team Counter Cooler!



- Mindful entrees are priced 10% lower
 - Wellness Combo meal Promos
- Vending machine 'red' choices are marked 5 cents higher

Celebrity Chef Series: Marvin Woods



- Sodexo and the Office of Health Promotion are hosting a culinary series that features a collaboration between local chefs and Sodexo chefs to promote healthy versions of popular restaurant dishes that meet Sodexo's Mindful criteria for calories, fat, sodium and cholesterol.
- Meals are marketed to be competitive
- Samples, recipes and nutrition information is provided
- The chef is available for Q&A and interaction





The MUSC Urban Farm is designed to be a living classroom where students, faculty, staff, and the community come together to explore the connection between food and health through hands-on learning about the many varieties of vegetables, fruit, and herbs grown in South Carolina.



Produce

- Used to teach children, patients, students, staff and the greater community
- Provide incentives and rewards for people who participate in sessions or serve as volunteers.
- Used by MUSC chefs for wellness items served in the MUSC Cafeterias
- Donations to local charities such as the Lowcountry Food Bank, Ronald McDonald House and Hope Lodge for cancer patients and their families.



muscd.edu/urbanfarm

COUPONS
for CROPS



INTRODUCING MUSC Urban Farm's Coupons for Crops

Coupons for Crops is an MUSC Urban Farm initiative giving you an exciting new opportunity to recognize outstanding staff behavior. It's summertime and we have an abundance of produce to share with your employees who have distinguished themselves by either exemplifying MUSC Excellence or healthy behaviors. Please distribute these Coupons for Crops when you see a chance to encourage or reward their efforts. *We have plenty of coupons.*



Coupons for Crops are redeemable for MUSC Urban Farm produce that's been specially harvested and packaged for the program. Pickup locations include *Tuesdays at the MUSC Urban Farm*, or on *Wednesdays at the Horseshoe 12:00-1:00pm*. Coupons don't expire but due to fluctuations in yield, fulfillment may be delayed at times to future weeks.



We would also encourage participation at Urban Farm sessions, open to all:

SUMMER WORK & LEARNS

- Wednesday: 7:30-8:30am Early Bird Maintenance
- Thursday: 4:00-5:00pm Sunset Work and Learn
- 3rd Saturday: 9:00-11:00am Family-friendly Work and Learn

SUMMER LUNCH & LEARNS

- 3rd Thursday: 12:15-12:45pm topics vary.

The half-acre MUSC Urban Farm is located on the corner of Bee and President Streets. The mission of the MUSC Urban Farm is to build a healthier community by growing crops and social connections while educating and inspiring people with local, nutritious, and delicious food.



Programs and Participants

- ❑ Work & Learns
- ❑ Tours
- ❑ Lunch & Learns
- ❑ Children's Programs
- ❑ Cooking Demonstrations
- ❑ Special Events



Mobile Farm Cart



- Purpose: to raise awareness about the MUSC Urban Farm
- Operated by members of the MUSC Dietetic Internship who, as nutrition experts, deliver health and wellness messages along the way.



Urban Farm Observational Bee Hive



Bee Party & Honey Harvest





LOWCOUNTRY FOOD DAY DAY

THURSDAY, OCT 23 ^{thru} SATURDAY, OCT 25, 2014

CRAWL

-EVENTS-

THURSDAY

OCTOBER 23RD

5:30pm-8pm:

"Soul Food Junkies"
screening & panel
@ Cinebarre

FRIDAY

OCTOBER 24TH

- | | |
|-----------------|--|
| 9am - 1pm: | Cooking Matters Grocery Store Tours
@ Multiple Locations |
| 10am - 11:30am: | Lowcountry Local First Crop Mob
@ Dirt Works Incubator Farm |
| 11:30am - 2pm: | All Locals Lunch with Growfood Carolina
@ College of Charleston City Bistro |
| 12pm - 1:30pm: | MUSC Cooking Demos & Tours
@ MUSC Urban Farm |
| 4:30pm - 6pm: | Green Heart Happy Hour @ Taco Boy
or Kids Healthy Halloween
@ Hampton Park |

SATURDAY

OCTOBER 25TH

8am-1pm

Charleston
Farmers Market
@ Marion
Square

MORE INFO: WWW.FACEBOOK.COM/FOODDAYCHARLESTON







Comprehensive Cessation



- Help every employee lead a tobacco-free life
- Core Principles:
 - Policy
 - Systems
 - Benefits



Gold Star Designation



- ❑ Implemented a 100% tobacco-free campus policy – March 1, 2012
- ❑ Pitch the Pack free cessation program
- ❑ H. 4092 – signed into law 6.7.12
- ❑ Smoke Free Medical District



Background

- ❑ Smoking huts were built in various areas of campus to accommodate smokers.
- ❑ Students had been lobbying for years for the right to establish our own smoking policy.
- ❑ Resolution passed by Board of Trustees to make MUSC a tobacco-free campus.



Process

Clearing the *AIR*

- ❑ Policy approved by President's council
- ❑ Timeline established to include PR plan, education, and implementation
- ❑ Dedicate Tobacco-Free Campus Website
<http://academicdepartments.musc.edu/tobaccofree/index.htm>
- ❑ Development comprehensive cessation program for employees and students



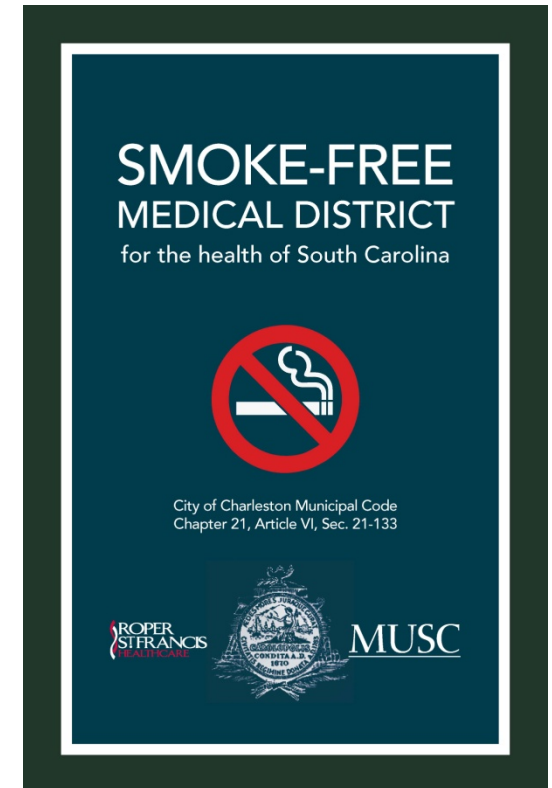
H.4092 – June 5, 2012

Summary: An act to amend section 44-95-20, code of laws of South Carolina, 1976, relating to places where smoking is prohibited, so as to provide that smoking is not allowed in buildings, portions of buildings, and areas contiguous to these buildings owned, leased, or operated by public institutions of higher learning that the governing body of the institution has designated as nonsmoking.

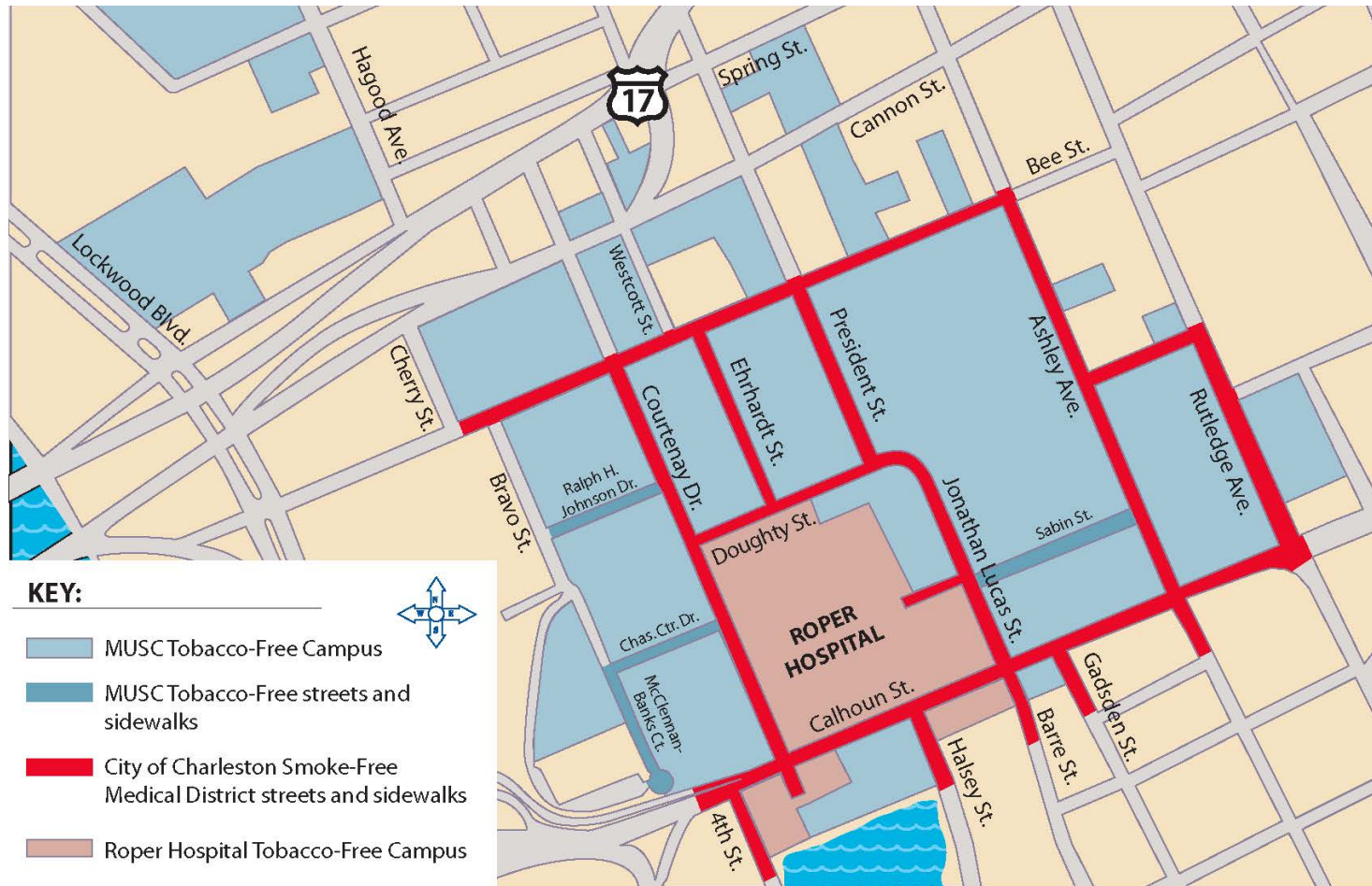


Smoke-Free Medical District

- Code of the City of Charleston adding to Chapter 21, Article VI, Offenses against Public Health, a new section 21-133 - smoking is prohibited on certain streets and sidewalks in and abutting the Medical University of South Carolina and Roper Hospital facilities.
- Promotes missions and protects those seeking and providing medical treatment from the dangers posed by smoking and second smoke.



Smoke Free Medical District





“Hospital-area ban brings cigarette litter to Cannon Park”



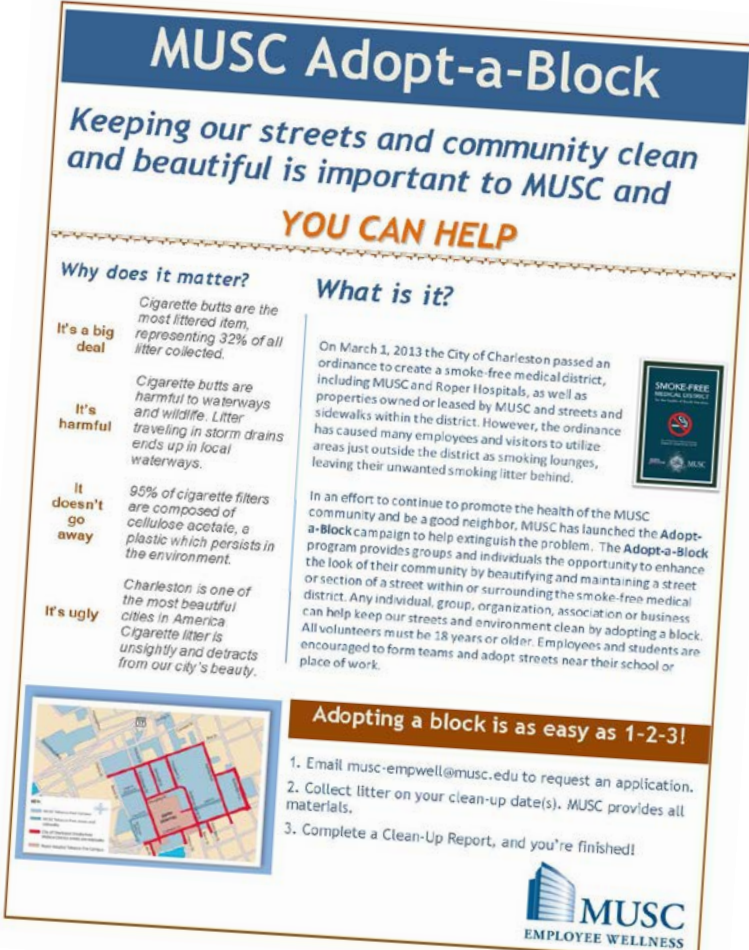
“Hospitals oppose smoking? Shocker there”



“Smoke gets in neighborhood’s eyes”

Litter Control & Park Improvements

- ❑ Park Clean Up
- ❑ MUSC “Adopt a Block”
- ❑ Signage
- ❑ Landscaping



MUSC Adopt-a-Block

Keeping our streets and community clean and beautiful is important to MUSC and

YOU CAN HELP

Why does it matter?

It's a big deal Cigarette butts are the most littered item, representing 32% of all litter collected.

It's harmful Cigarette butts are harmful to waterways and wildlife. Litter traveling in storm drains ends up in local waterways.

It doesn't go away 95% of cigarette filters are composed of cellulose acetate, a plastic which persists in the environment.

It's ugly Charleston is one of the most beautiful cities in America. Cigarette litter is unsightly and detracts from our city's beauty.


What is it?

On March 1, 2013 the City of Charleston passed an ordinance to create a smoke-free medical district, including MUSC and Roper Hospitals, as well as properties owned or leased by MUSC and streets and sidewalks within the district. However, the ordinance has caused many employees and visitors to utilize areas just outside the district as smoking lounges, leaving their unwanted smoking litter behind.

In an effort to continue to promote the health of the MUSC community and be a good neighbor, MUSC has launched the **Adopt-a-Block** campaign to help extinguish the problem. The **Adopt-a-Block** program provides groups and individuals the opportunity to enhance the look of their community by beautifying and maintaining a street or section of a street within or surrounding the smoke-free medical district. Any individual, group, organization, association or business can help keep our streets and environment clean by adopting a block. All volunteers must be 18 years or older. Employees and students are encouraged to form teams and adopt streets near their school or place of work.

Adopting a block is as easy as 1-2-3!

1. Email musc-empwell@musc.edu to request an application.
2. Collect litter on your clean-up date(s). MUSC provides all materials.
3. Complete a Clean-Up Report, and you're finished!

 **MUSC**
EMPLOYEE WELLNESS

Policy Revisions

- Individuals should refrain from smoking in areas where smoke is likely to enter private property through entrances, windows, ventilation systems or other means and are expected to respect requests to refrain from smoking in particular areas if asked to do so by agents or employees of the University.
- Use of tobacco products while representing MUSC, wearing an MUSC badge and/or uniform, or on a paid break is prohibited.
- Applies to all vendors, e.g. construction and/or maintenance. Failure to comply could result in termination of the contract.

Gold Medal – Triple Threat!



Physically Active Workplace



- Create a culture where being active is the easy norm.
- Core Principles:
 - ▣ Policies
 - ▣ Environment
 - ▣ Benefits
 - ▣ Education

Benefits & Incentives



MUSC Employee Fitness Series

Sponsored by MUSC Wellness Center & MUSC Employee Wellness

What:	Tae Bo® Class
When:	Wednesday, May 15 th from 12:15pm – 12:45pm
Where:	MUSC Wellness Center
Who:	All MUSC Employees
Why:	Because it's fun and FREE!

Tae Bo®-A Total body workout including kickboxing, punching and core movements! This class will be led by fitness expert Katie Blaylock from the MUSC Human Performance Lab!

Free day pass to MUSC Wellness Center for all participants.

Registration is required and space is limited. Sign up today by sending your name and email to musc-empwell@musc.edu

Please see MUSC Wellness Center Membership Desk for sign-in and directions to the classroom.

Benefits & Incentives



MUSC MOVES! Fitness Fest at the Farm Wednesday April 10, 2013



EXERCISE BANDS - led by Katie Blaylock

11:30am-12:00pm

Moves you can do at your desk to relieve stress and stretch out those muscles. Free exercise bands while supplies last.

HOOLA HOOPS - led by Carol Wiggins

12:00pm-12:30pm

Fitness Hooping is fun for all ages! This low intensity exercise helps build core strength while increasing flexibility, balance and coordination.



ZUMBA – led by Prisca Denton

12:30pm-1:00pm

Combines the best of Latin music and dance to get your heart beat climbing and your feet moving. All fitness levels welcome.

Benefits & Incentives



April 2013 Fitness at Work: MUSC Moves!



April is about getting fit at work - join us for a month of **free** fun and fitness

National Walking Day - April 3rd Celebrate the American Heart Association's National Walking campaign. Wear sneakers to work, take 30 minutes to walk, and pledge to live heart-healthy lives. Join Drs. Ray Greenberg and Pat Cawley on April 3rd at 12:00 p.m. at the Portico. Walk the MUSC mile in support of a healthy and active lifestyle.

Earth Day - Adventure Out fitness demos - April 16

MUSC Employee Fitness Series STEP TRAINING at 4:15pm on 4/17 (Wellness Center)

Fitness Fest at the Farm Day - April 10th from 11:30 am-1:00 pm at the North Garden (behind Drug Discovery) near the Urban Farm. Employees will have an opportunity to try out a variety of fitness activities including exercise bands, Hoola Hoops and ZUMBA

Kids yoga at the Urban Farm @Saturday family work and learn session - April 20 10:15-11:00am

Free day of Fitness at the Wellness Center - April 24th - Free classes and tours all day.

Fitness Fun Facts - Daily fitness tips by broadcast messages to keep us moving.



Need more information?
Email musc-empwell@musc.edu or
call 792-9536.





MUSC is XPressing Employee Wellness by offering a new limited access membership at an AFFORDABLE PRICE.

New Express Classes – designed especially for busy work schedules. Enjoy and experience a complete workout during lunch break.

- 30 – 45 minute Express Classes: Tae Bo, Group Cycle, Fitness, Aqua, H.I.T.S.
- Lunchtime classes: Yoga, Zumba, Body Bar, Pilates Mat
- Tennis, squash, racquetball, indoor and outdoor tracks, basketball gymnasium, Jr. Olympic Pool
- Locker rooms with showers, steam and sauna
- Free weights and full arena of cardiovascular equipment
- Free Motion and Nautilus Strength Training



ONE YEAR MEMBERSHIP:
\$15.00 Enrollment Fee
\$25.00 per month

The enrollment fee will be waived until November 5th in celebration of MUSC's Gold Medal Award for promoting a physically active workplace.

FIT Gym Project



Purpose: to provide opportunities for MUSC employees to be physically active during the work day.

Funding: SC Working Well Stipend

Eligibility: MUSC departments who have an interest in promoting physical activity and have a dedicated space for this purpose.

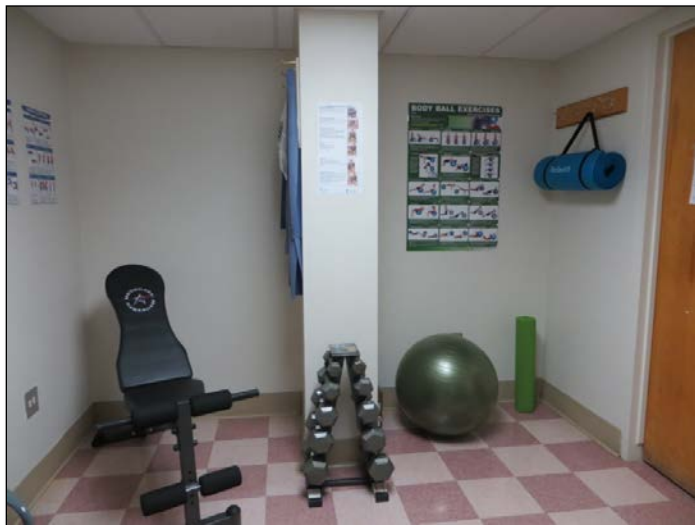
Basic FIT Gym

- Stability Ball with pump
- Posters
- Yoga Mats
- Relaxation CD
- Exercise bands
- Dumbbells
- Weight bench



Large FIT Gym

- ❑ LARGE (25+)
- ❑ Treadmill or Elliptical
- ❑ Dumbbell set
- ❑ Treadmill mat
- ❑ Exercise Flooring
- ❑ Mirrors



Fit Gym Request

- ❑ Interested groups submit request and complete form.
- ❑ Recommendations based on space, number of employees, goals.
- ❑ Waivers, delivery & set up.

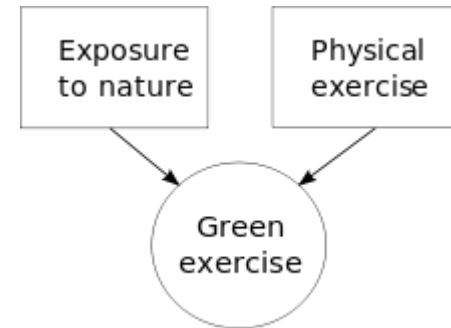


Green Exercise

Exercising in the presence of nature — a promising and practical way to cultivate a more physically active workforce.

Benefits of Green Exercise:

- ❑ Improved self-esteem and mood
- ❑ Higher frequency of exercise
- ❑ Helps alleviate jet lag, resets circadian rhythms & reduces stress



ADVENTURE OUT



For the month of May the best fitness instructors at MUSC Wellness Center will pair up with the prettiest landscapes in Charleston County parks to entice you to get moving in the great outdoors. The Adventure Out program features more than 25 offerings, including aqua, Zumba dance, yoga and martial arts to help you turn over a new leaf and discover the benefits of green exercise.

- Free fitness classes (over 30 offerings) with the purchase of an Adventure Out t-shirt (\$10) for the entire month of May!
- Offered in Charleston County parks (James Island, Palmetto Island, Wannamaker, Folly Beach Pier, IOP Beach Park)
- Free park admission when attending an Adventure Out fitness class
- For MUSC Employees only - purchase a gold pass from April 3 - May 31 and receive one free t-shirt. Additional shirts may be purchased.

MUSC Adventure Out kick off - May 1st at the Horseshoe – food trucks, fitness class mini-sessions, Climbing Wall and more!

Adventure Out Family Fitness Day - May 4th at James Island County Park (Wappoo Pavillion & Stage) - food trucks, jump castles, ZUMBA, family fun fitness games and more!

For more information on program, where to purchase passes & t-shirts or to volunteer, please contact Dr. Susan Johnson at 792-1245, johnsusa@musc.edu or visit www.musc.edu/adventureout

Sponsored by Charleston County Parks and Recreation Commission, Parklands Foundation, MUSC Wellness Center and MUSC Office of Health Promotion



MAY 4

11 a.m. to 2 p.m.
James Island
County Park



For the month of May, the best fitness instructors at MUSC Wellness Center will pair up with the prettiest landscapes in Charleston County parks to entice you to get moving in the great outdoors. The Adventure Out program features more than 25 offerings, including aqua, Zumba dance, yoga and martial arts to help you turn over a new leaf and discover the benefits of green exercise.

When: The whole month of May – more than 25 free fitness activities to pick from with the purchase of an Adventure Out T-shirt (\$10). Classes include sunrise yoga, beach sculpting, family games, Tae Bo, interval conditioning classes, trail running lessons and more. The T-shirt also gives you free park admission when attending a class.

Where: Offered in Charleston County parks (James Island, Palmetto Island, Wannamaker, Folly Beach Pier, IOP Beach Park)

Adventure Out Family Fitness Day: The kickoff event will be May 4, 11 a.m. to 2 p.m. at James Island County Park (Wappoo Pavilion and Stage) with food trucks, jump castles, Zumba, family fun fitness games and more.

How: Purchase t-shirts at multiple locations and events before May or at the May 4th launch at James Island County Park. Visit www.musc.edu/adventureout or email johnsusa@musc.edu for locations.





MUSC Fitness Park



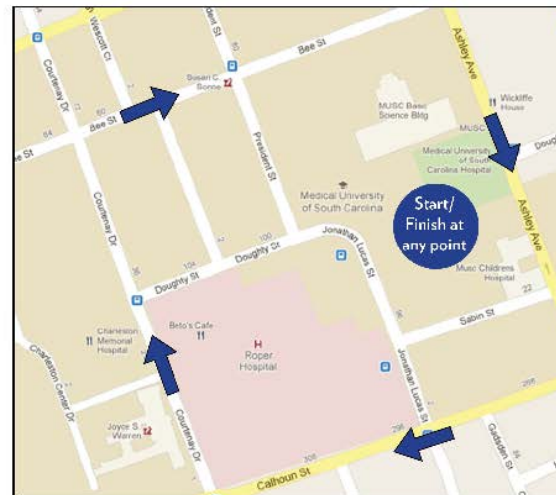


Wednesday, April 2 | 12:30 pm | meet at the MUSC Horseshoe*

Grab your friends and co-workers for a group walk around the MUSC campus on Wednesday, April 2! This is a very quick, fun 1-mile walk around MUSC's "Medical Mile."

Get healthy living tips from MUSC and the American Heart Association, learn fitness tips from Fleet Feet Sports, and check out coupons and giveaways while supplies last.

The MUSC "Medical Mile"



**Rain or shine.*





MUSC Moves! A Mile

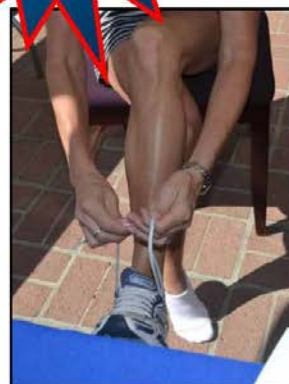
Sponsored by MUSC Employee Wellness

May 16th is National Employee Fitness and Health Day

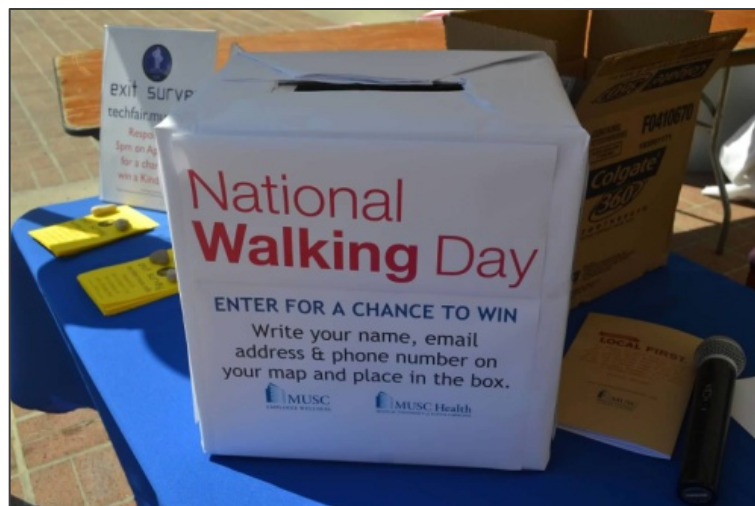
Bottled water by



Bring your sneakers and join us at Noon on May 16th for a walk around MUSC starting/ending at the top of the Ashley River Tower (ART) driveway.



Our route:
Courtney St. - Bee St - Ashley Ave - Calhoun St. - Courtney St.



American Heart Association

Learn and Live



HEART WALK.

Representatives from the Lowcountry Heart Association will be there with information and to register individuals and teams for the upcoming Heart Walk.

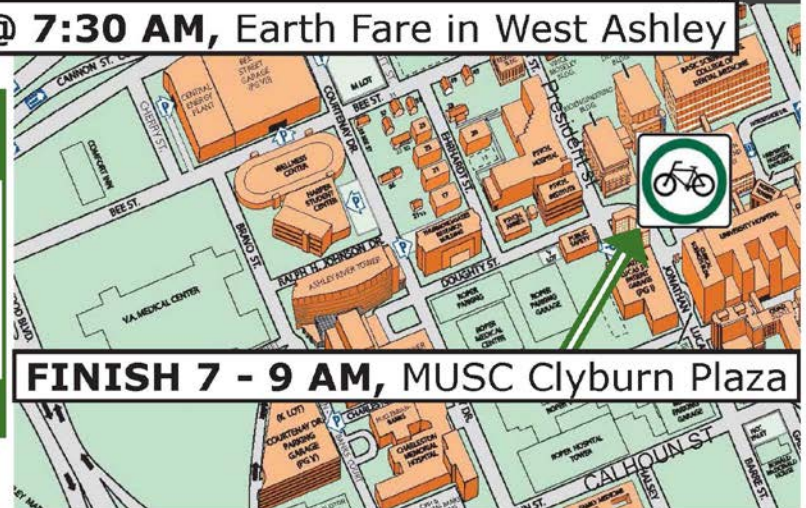
Free pedometer when you sign up on the 16th

Charleston Bike to Work



START @ 7:30 AM, Earth Fare in West Ashley

May
17
Friday
2013



FINISH 7 - 9 AM, MUSC Clyburn Plaza



At the Finish (corner of President and Doughty streets)

stop for a healthy snack, health benefits of biking, bike safety & injury prevention tips, rules of the road information and a chance to win lots of great prizes!



MUSC Healthy Challenge Tuesdays with the RiverDogs

- Tuesday night games will now be geared toward living and promoting a healthy lifestyle
- Healthy concessions options available throughout the season, many made from crops grown on the MUSC Urban Farm
- Special Discounted Tickets to ALL Tuesday games all season long (tickets must be purchased by noon the day of the game)

Healthy Challenge Tuesdays



MUSC Push Up Teams Support Communities in Schools

7,885 push-ups in 30 minutes!



HEALTHY FAMILIES ARE HAPPY FAMILIES

Improve the health and happiness of families in your community by joining the **Fit Family Challenge**.



The **Fit Family Challenge** is a healthy family lifestyle program for our parent community with fitness classes, expert advice and nutrition information. Over a challenge period, May 15-July 10, families set goals, keep track of healthy habits online and log weekly minutes of activity to be entered to win prizes as incentives to get moving!

DID YOU KNOW?

Parenting magazines in the Carolinas are working to challenge local families to get active and get healthy.

For more information about the South Carolina Fit Family Challenge, visit **FitFamilyChallengeSC.com**.



2013 Fit Family Challenge BY THE NUMBERS:

- **5,592** participants
- **1,088,159** total minutes of physical activity logged
- **11,000,000+** radio impressions
- **2,725,000+** TV impressions
- **3,100,000+** web impressions

Lots of choices.
Calories optional.



Upstate Parent Palmetto Parent Lowcountry parent



10,000 South Carolinians Get a Move On During The Fit Family Challenge

- ❑ Program exceeds expectations with more than 2.65 million minutes of exercise completed
- ❑ Partners include Lowcountry, Palmetto and Upstate Parent Magazines and CVS
- ❑ Over \$11,000 in prizes awarded as part of the program



Questions & Comments

